

## **Historic, Archive Document**

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FEATURING THE GREATEST ASSORTMENT  
AND LARGEST SUPPLY OF  
**Commercial Cut Flower Dahlias**  
AVAILABLE IN THE COUNTRY !!



FRAU O'BRACHT (Offered on Page 3)

# FLOWER BULBS ROOTS AND PLANTS



**Wholesale List**

**SPRING 1940**

FOR TERMS OF SALE  
SEE PAGE 8

SEE PAGES  
17 - 18 - 19  
For Fast Selling  
Line of  
Attractive  
Bulb  
Packages

## WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

HICKSVILLE, LONG ISLAND, NEW YORK

# We Are Headquarters For The Finest Commercial Cut-Flower



## DAHLIAS

### Prices Again Reduced

Despite a very dry growing season which has produced an extremely short crop we have again reduced our prices on a great many kinds. Our plan is to encourage the more general planting of Dahlias and to this end we are cooperating by working on the closest possible margin consistent with supplying the best quality roots and maintaining good service.

### New Varieties Added

Each season we make liberal trials of a great many new varieties that have received prominent mention. Most of these prove to be worthless but those that show definite merit are added to our list, for it is our intention to maintain an up-to-date selection.

### To Help Make Your Selection

Many customers ask us to recommend a list of varieties suitable to their purpose and in response to this request we have divided our whole list of large flowering varieties into three main groups as under:

Varities designated (L) This group is intended for those who want the leading commercial kinds in the low price range of roots.

Varities designated (F) This list contains kinds that have excellent cut flower qualities, but being newer or rarer, are higher priced.

Varities designated (S) These are mainly intended for garden use. Most of these have larger flowers which are usually too bulky or soft for general commercial use.

The initials behind each variety designate (I. D.) Informal Decorative, (F. D.) Formal Decorative, (C.) Cactus, (S. C.) Semi Cactus.

### BAGDAD

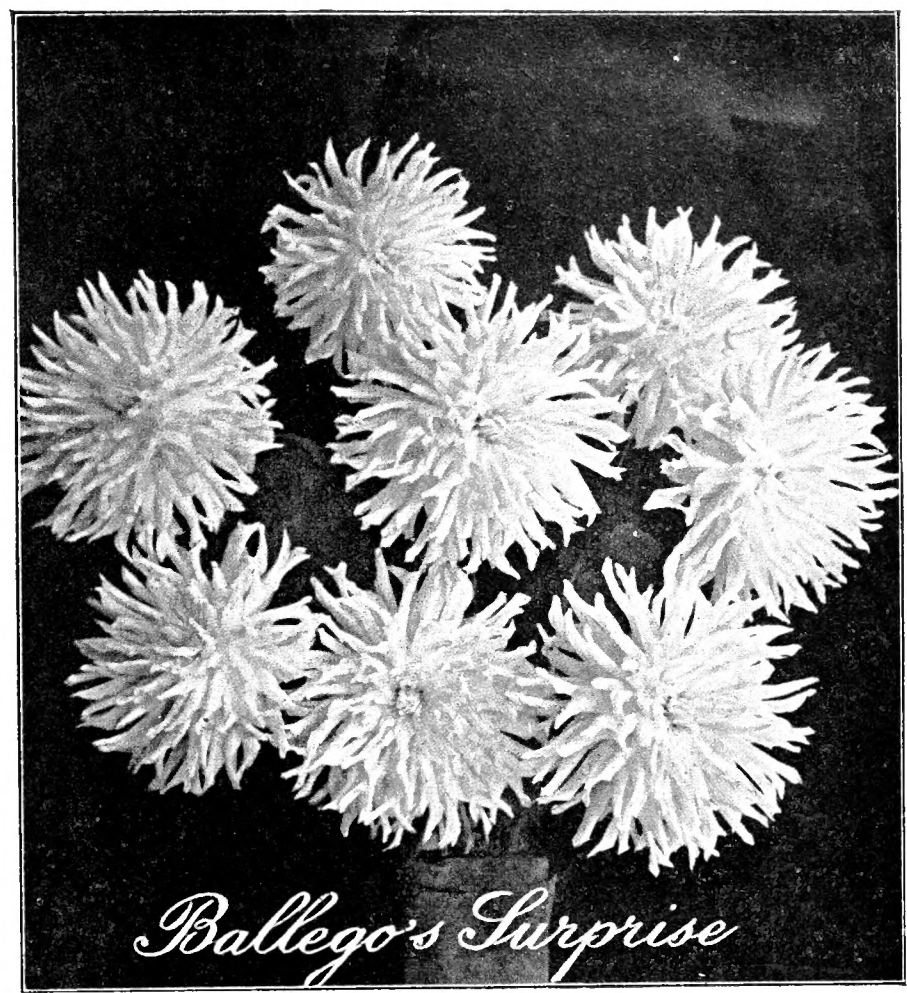
	Strong	Divisions	
	Each	Doz.	100
*** A. D. LIVONI. (S.C.) Some cut flower garden still want this mid-timer for cut flower use. A small ball type. Flowers are now lavender with lighter base.	\$ .07	\$ .78	\$6.00
** ANNA BENEDICT. (I.D.) A beautiful shade of garnet-red with darker shading at base. A thrifty grower with lots of substance, good form and strong stems.	.16	1.85	15.00
* ATLANTIC CITY. (F.D.) Amber-gold intensified with orange, salmon and hint of bronze. It is a most profuse and early bloomer, flowering from mid-July until frost. Splendid for cutting.	.11	1.25	10.00
*** AVALON. (I.D.) Beautiful clear yellow and the best of this color for commercial use. Fine form on long stems. Its one fault of somewhat weak stems can be controlled by careful disbudding.	.06	.66	5.00
** BAERNE. (S.C.) Splendid cactus variety that has been a consistent prize-winner in Europe. Color is deep rose-pink at tips with amber-yellow at base. Strong wiry stems and very free. Early and profuse.	.27	3.12	25.00
* BAGDAD. (I.D.) Very large and beautiful flame red. An excellent variety for either commercial growing or garden planting.	.11	1.25	10.00

	Strong	Divisions	
	Each	Doz.	100
** BALLEGO'S SURPRISE. (S.C.) A fine new semi-cactus from Holland. Beautiful flower of pure white, strong stem, good substance and fine form.	.27	3.12	25.00
** BLUE JERSEY. (F.D.) This is a true sport of Jersey Beauty and has all of the parent's fine qualities. Color is rich lavender and since we introduced it to the trade a few years ago it has become a leader among commercial kinds.	.09	1.00	7.50
*** BRONZE BALL. (Ball) Sturdy, medium size flower that is popular in the New York market. Solid bronze. Free flowering and good stem.	.06	.66	5.00
* BUCKEYE BRIDE. (F.D.) Geranium pink and soft salmon. Large flowers on long stems. Good clean flower. Flowers profusely all season.	.22	2.50	20.00
* BUCKEYE KING. (F.D.) Large amber yellow. Sturdy flower of fine form. Excellent grower. We recommend it as among the best in this color.	.13	1.50	12.00
* CALIFORNIA IDOL. (I.D.) Fine, clear yellow. Massive flower on low bush.	.16	1.85	15.00

Note—You May Deduct 5% When Cash Accompanies Order. See Terms of Sale Page 8.

# Dahlias. Large Flowering Varieties -- Continued

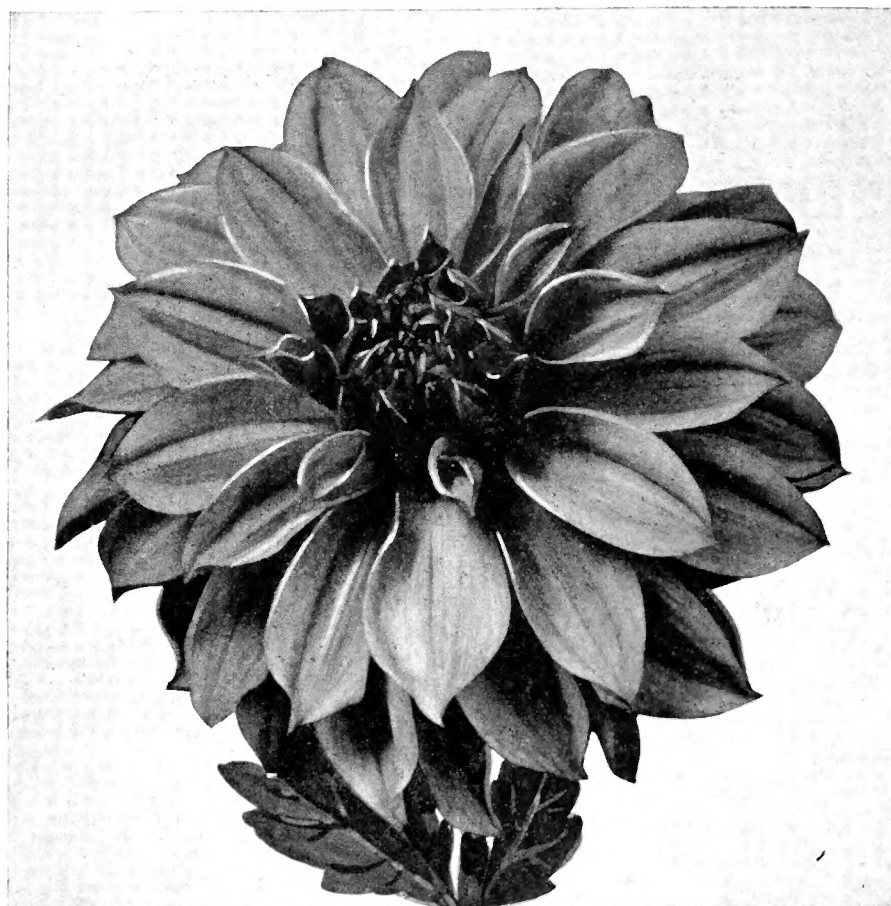
	Strong Divisions		
	Each	Doz.	100
** CAVALCADE. (F.D.) A fine addition to the commercial types. A beautiful shade of old rose. The stem and formation closely resemble Jerseys' Beauty with flowers somewhat larger and several shades deeper in color. ....	.16	1.85	15.00
* CHAUTAUQUA SALUTE. (F.D.) The purest white of any dahlia we know of and a prolific bloomer. The flowers, which average 7 and 8 in. across, literally cover the strong growing bush. ....	.22	2.50	20.00
* CHEMAR'S BLUE GEM. (Dec.) A very glowing bluish-purple. Stems are straight and hold the large bloom erect. Strong grower and constant bloomer. Very attractive and unusual foliage. ....	.16	1.85	15.00
** CHEMAR'S EUREKA. (F.D.) Medium size, flat flower that is excellent for make-up work. Color is white with shadings of lavender that vary with weather conditions. Tall, wiry stems and profuse flowerer. ....	.16	1.85	15.00
** CIGARETTE. (S.C.) This variety has become very popular with commercial growers. Large, full flowers of burnt orange with tips of creamy white. Long, strong stem. ....	.13	1.50	12.00
* CLARA CARDER. (I.D.) Light cyclamen pink. Large flower for garden use. ....	.22	2.50	20.00
*** COUNTESS OF LONSDALE. (C.) In response to a persistent demand we have again added this old favorite to our list. A profuse blooming cactus variety. Flowers are a delightful salmon-rose shade. ..	.11	1.25	10.00
* DR. JOHN CARMAN. (F.D.) Very large, heavy flower. Color is a distinctive tyrian rose, with silver tips. Fine for cutting and in the garden it is outstanding. ....	.13	1.50	12.00
* DWIGHT W. MORROW. (F.D.) A huge crimson-red flower that is admired by all who see it. The petals curve around the back and form a perfect sphere. Very fine. ....	.22	2.50	20.00
* EDNA FERBER. (S.C.) A most beautiful combination of coral pink and old gold with handsome foliage. Beautiful garden variety. ....	.16	1.85	15.00
*** ELKRIDGE. (I.D.) A fine commercial white of graceful shape. Long, strong stems and a good grower. ....	.11	1.25	10.00
*** ELSIE BURGESS. (Ball) An old time favorite. White base with lavender tips. Profuse bloomer and splendid keeper. .... (250 or more at \$50.00 per 1000)	.07	.78	6.00
* FORT MONMOUTH. (I.D.) Deep maroon with violet petal tips. The striking color makes this variety a ranking favorite. ....	.16	1.85	15.00
*** FRANCES LA ROCCO. (F.D.) This is the most popular of the light yellow varieties. Good cutter and much used by commercial growers. .... (250 or more at \$40.00 per 1000)	.06	.66	5.00



	Strong Divisions		
	Each	Doz.	100
*** FRANCES LA ROCCO IMPROVED. This is a selection of the last variety that shows a marked superiority in color and keeping qualities. .... (250 or more at \$65.00 per 1000)	.09	1.00	7.50
** FRAU O'BRACHT. (C.) Clear yellow cactus variety that is a real beauty. Medium size flowers. Fine stems. ....	.16	1.85	15.00
*** GALLANT FOX. (F.D.) A commercial red that should be grown by every florist. Not a profuse bloomer but its keeping qualities, sturdy stem and fine color make it a valuable sort. .... (250 or more at \$40.00 per 1000)	.06	.66	5.00
* GERTRUDE BRITTON. (F.D.) A low growing spectrum red on perfect stem. Must be tapped out early for good cut flowers. ....	.08	.90	7.00
** GOLDEN ECLIPSE. (F.D.) Large, golden yellow on tall strong stems. Excellent cut flower variety. Good keeper. Plants must be tied up for best results. ....	.11	1.25	10.00
* GOODNIGHT. (I.D.) Deep ox-blood red that never fails to attract attention. Exceedingly popular for cut flowers and garden use and we never can grow enough of it. ....	.16	1.85	15.00

RETAILERS: See Pages 18-19 for Dahlias in Packages — Easily Displayed and Self Selling.

# Dahlias. Large Flowering Varieties -- Continued



**JERSEYS' BEAUTY**

## ★★★ Jerseys' Beauty (F.D.)

This fine pink variety still maintains its position as the leader of all commercial kinds and we are by far the largest suppliers of it. We offer carefully rogued and selected stock as follows:

each, .06; per doz. .66; per 100 \$5.00  
(250 or more at \$40.00 per 1000)

	Strong Each	Divisions Doz.	100
* <b>HUNT'S VELVET WONDER.</b> (I.D.) A huge flower that will appeal to those who want size. Color is rosy-magenta which blends into a true purple. Strong, heavy stems. ....	.22	2.50	20.00
* <b>INDIANA MOON.</b> (I.D.) A large flower of flesh ochre with a faint line of spinal pink. Good stems and perfect form. A garden favorite. ....	.22	2.50	20.00
** <b>J. J. JEFFERSON.</b> (F.D.) A sturdy milk-white with excellent substance and strong stem. A worthy addition to any florists' list. .... (250 or more at \$75.00 per 1000)	.11	1.25	10.00
** <b>JAMES KIRBY.</b> (I.D.) Very fine clear red that has good form, stem and substance. For those who want outstanding flowers this is the best red. Must be staked, tied and grown with care for best results. ....	.13	1.50	12.00
* <b>JANE COWL.</b> (I.D.) Large, shaggy flower of copper and gold. This old favorite is losing its popularity with commercial growers on account of its poor keeping trait. .... (250 or more at \$50.00 per 1000)	.07	.78	6.00
*** <b>JEAN KERR.</b> (F.D.) Still the most popular white with most cut flower growers. The flowers are medium size and many are produced on each plant. A good keeper and fine for floral work. .... (250 or more at \$40.00 per 1000)	.06	.66	5.00

	Strong Each	Divisions Doz.	100
* <b>JERSEYS' BEACON.</b> (F.D.) Chinese red with lighter shadings on reverse side which give a beautiful two-toned effect. Large flower. .... (250 or more at \$50.00 per 1000)	.07	.78	6.00
** <b>JERSEYS' DAINTY.</b> (C.) A fine, true Cactus. White with slight lavender tinge. An excellent cut flower variety that produces many flowers on good stems. ....	.16	1.85	15.00
* <b>JERSEYS' GLORY.</b> (F.D.) Orange and yellow. We recommend this variety as one of the best in this color. ....	.09	1.00	8.00
** <b>JERSEYS' TRIUMPH.</b> (F.D.) Bright copper with salmon shadings. This is a variety that should be much more extensively grown for it is a real beauty. The color is a distinct shade of bright copper and old gold and the form, stem and substance leave nothing to be desired. A fine cut flower and show variety. ....	.11	1.25	10.00
* <b>JIM MOORE.</b> (S.C.) A clear primrose-yellow shading to gold, with tints and flushes of salmon. A joy to behold in the field, and a most profuse bloomer throughout the season. Insect resistant. Good cutter. ....	.16	1.85	15.00
* <b>JOSEPHINE G.</b> (I.D.) Bright rose-pink and gold, tipped with yellow and gold. Prolific bloomer holding flower well above foliage. ....	.13	1.50	12.00
* <b>KEMP'S VIOLET WONDER.</b> (I.D.) A beautiful violet and the finest in this color. ....	.27	3.12	25.00
* <b>KEMP'S WHITE WONDER.</b> (See White Wonder.) ....	.09	1.00	8.00
*** <b>KENTUCKY.</b> (F. D.) This beautiful orange sport of Jerseys' Beauty, with all of the fine traits of the parent, ranks close to the top of the list of the leading commercial kinds and also belongs in every garden collection. We have a large stock and have again reduced the price. .... (250 or more at \$50.00 per 1000)	.07	.78	6.00
*** <b>KISS ME.</b> (S.C.) A fine bi-color variety of variable white and red that has impressed many local growers and is now one of the leading cut flower varieties with those who grow for the market. .... (250 or more at \$50.00 per 1000)	.07	.78	6.00

**We Are Glad To Help With YOUR Dahlia Problems — Feel Free To Write To Us.**

# Dahlias. Large Flowering Varieties -- Continued

	Strong Divisions		
	Each	Doz.	100
*** <b>LE TOREADOR.</b> (F.D.) This is the leading commercial red variety in the low priced range. Medium size, flat flower of glowing deep red. Strong stem of medium length. .... (250 or more at \$40.00 per 1000)	.06	.66	5.00
* <b>LOIS WALCHER.</b> (I.D.) This 1938 leading prize winner showed up very well in our trials. Variable pansy purple, tipped white. ....	.80	9.30	75.00
** <b>LONG ISLAND RED.</b> (F.D.) A new commercial red just introduced by one of our local growers. Medium size flower of good form and substance. Unusual shade of geranium red that catches the eye. Well worth a trial. ....	.16	1.85	15.00
* <b>MARSHALL'S PINK.</b> (F.D.) Large, globular flower of bright pink with silver sheen. Somewhat soft for early season commercial use but a beauty in the garden. ....	.09	1.00	7.50
*** <b>MAUDE ADAMS.</b> (Shaw) Our southern customers still want this old favorite and we have again increased our stock. Profuse blooming variety with strong stems. The flowers, which are snow white with slight pink edging, are very useful for florist work. ....	.08	.90	7.00
** <b>MISS BELGIUM.</b> (C.) An even shade of burnt orange. Medium size flower on long, wiry stems. Early and continuous flowerer. This variety is fast becoming very popular and deservedly so. ....	.16	1.85	15.00
* <b>MRS. A. E. WHEELER.</b> (F.D.) Royal purple with lighter veins. Good, free flowering variety and a nice grower. If you like Thos. Edison, you should also have this one. ....	.13	1.50	12.00
* <b>MRS. GEO. LE BOUTTILLIER.</b> (I.D.) Rich, velvety-carmine, producing giant flowers on long stems. Good garden variety. ....	.16	1.85	15.00
* <b>MRS. I. de VER WARNER.</b> (F.D.) This is still a favorite orchid-lavender variety. While the blooms are too soft for commercial use, it is a variety that should be in every Dahlia garden. .... (250 or more at \$60.00 per 1000)	.08	.90	7.00
* <b>MURPHY'S MASTERPIECE.</b> (I.D.) This is undoubtedly the largest and finest of all red varieties and possibly the finest in any color. The roots are difficult to winter over which accounts for the maintainence of the high price. ....	.75	8.40	65.00
* <b>MYRA HOWARD.</b> (I.D.) Pure golden color with a sheen of rose. Large flower with straight, stiff stem. A real beauty. ....	.13	1.50	12.00



James Kirby

	Strong Divisions		
	Each	Doz.	100
*** <b>NATHAN HALE.</b> (F.D.) Coppery-yellow and gold and good form, stem and substance. Should be planted early as it is a late bloomer. Very fine and the best in this color. .... (250 or more at \$65.00 per 1000)	.09	1.00	7.50
** <b>NEW YORK MARKET.</b> (F.D.) A flat decorative with shadings of light lavender and with excellent keeping qualities that make it a fine flower for florists' use. ....	.16	1.85	15.00
* <b>OMAR KHAYYAM.</b> (F.D.) Large flower of Chinese red and orange. Strong grower and stiff stems. .... (250 or more at \$40.00 per 1000)	.06	.66	5.00
* <b>ORIENTAL BEAUTY.</b> (S.C.) This is a true pink. A good sized flower on fine stem and very artistically formed. Petals gracefully curl and twist making the flower very attractive and desirable. ....	.16	1.85	15.00
* <b>PRINCE OF PERSIA.</b> (I.D.) Bright cardinal-red and a real beauty. Flowers face well on long stems. Good grower. ....	.13	1.50	12.00
*** <b>RED JERSEY.</b> (F.D.) This is an excellent commercial red with the same habits of growth as Jerseys' Beauty. Good form, color and stem. Now offered at a reasonable price. .... (250 or more at \$100.00 per 1000)	.13	1.50	12.00

6 or More at Dozen Rate; 25 or More at 100 Rate

# Dahlias. Large Flowering Varieties -- Continued



YELLOW MARVEL

	Strong Divisions		
	Each	Doz.	100
* ROSE FALLON. (F.D.) Old gold with rosy bronze shadings. Immense flower on very tall plant. ....	.09	1.00	8.00
* RUBY TAYLOR. (F.D.) Ruby red with purple shading. Fine, large flower on vigorous bush. Very fine. ....	.16	1.85	15.00
*** SAGAMORE. (F.D.) Golden yellow and orange. Free bloomer and good shipper. An old favorite with commercial men but now seems to be slipping. .... (250 or more at \$50.00 per 1000)	.07	.78	6.00
* SAGAMORE GOLD. (F.D.) A recent Long Island seedling that looks very good and has many fine qualities. It is larger and more brilliant than Sagamore. Deep orange color with golden caste. ....	.09	1.00	8.00
* SATAN. (S.C.) Enormous shaggy flower of flame red with gold center. Tall strong plants. ....	.16	1.85	15.00
** SCARLET ELEGANCE. (C.) True cactus variety. Medium size flowers of fiery-red. Long, wiry stems. Very fine for basket work. ....	.16	1.85	15.00
** SCARLET WONDER. (S.C.) A European prize winner. Pure scarlet on tall, cane-like stems. Very good. ....	.27	3.12	25.00
* STAR OF BETHLEHEM. (S.C.) A large, pure white cactus that commands favorable attention in any garden collection. ..	.22	2.50	20.00

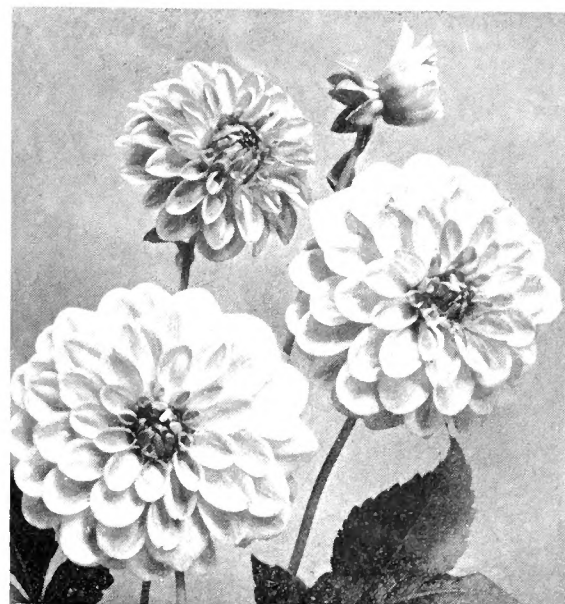
	Strong Divisions		
	Each	Doz.	100
* SULTAN OF HILLCREST. (F.D.) Of unique form with petals recurving to the stem which attracts one's attention. Huge blooms of lemon-yellow with reverse of rosy pink on fine stems. ....	.16	1.85	15.00
** TEDDY JOHNSON. (F.D.) The flowers, 3 inches in diameter, are white with pink and lavender shadings and are borne on strong, wiry stems, which make them ideal for florists' use. The plants are profusely covered with flowers the whole season. Every florist should grow this one. ....	.11	1.25	10.00
* THE WORLD. (F.D.) Purple with silver on reverse of petals. Dwarf grower but desirable for unusual color combination. ....	.16	1.85	15.00
* THOMAS EDISON. (F.D.) A grand and striking variety of deep royal purple. Deservedly popular. ....	.16	1.85	15.00
* TREASURE ISLAND. (F.D.) Huge flowers of a beautiful apricot and salmon-gold combination. Very fine. ....	.13	1.50	12.00
** TRIUMPH DE ARMIES. (I.D.) Very variable in color but every flower is beautiful. Maroon to purple and often with white base. Many flowers and stiff stems. ....	.16	1.85	15.00
* TRIUMPH DE PARIS. (S.C.) Brilliant orange-red with yellow at petal base and tips. Strikingly beautiful. Long, strong stems. ....	.16	1.85	15.00
* WATCHUNG GIANT. (I.D.) A new, huge yellow-gold variety that has all the qualities to make it a winner with those who want enormous flowers. Fine form and substance and good stem. ....	.27	3.12	25.00
** WHITE JERSEYS' BEAUTY. (I.D.) This is the true Waite strain and there is every indication that it will become a very popular florists' white. ....	.27	3.12	25.00
* WHITE ABUNDANCE. (F.D.) A good white recently introduced from Europe. Large flower with good substance and strong stem. ....	.22	2.50	20.00
*** WHITE KING. (F.D.) This is a leading pure white with commercial growers. The flowers are of perfect form and the right size for cut flower use. .... (250 or more at \$45.00 per 1000)	.06	.66	5.00
* WHITE WONDER. (I.D.) A large flower that is a beauty for the garden. Pure white with good stem and perfect form. ..	.09	1.00	8.00
** YELLOW MARVEL. (C.) Another beautiful new European introduction. A very fine canary-yellow cactus. Tall, robust grower. Good stems and large flower. Extra fine. ....	.27	3.12	25.00

Mixture of Large Flowering Kinds  
Doz., \$40; 100, \$3.00; 1000, \$25.00

# MINIATURE DAHLIAS

We have made considerable revision in our list of the beautiful Miniature Dahlias, for rapid strides have been made in the development of better varieties and we have discarded the older ones as soon as better kinds were available.

	Each	Strong Divisions Doz.	100
<b>BABY ROYAL.</b> A leading variety in the small flowering group. Attractive combination of salmon, apricot, and yellow. Free flowering. Note our special price this season. ....	\$ .10	\$1.10	\$8.00
<b>BABY SAGAMORE.</b> Perfect decorative form. Flowers are orange-yellow borne very profusely on tall, strong plants. ....	.22	2.50	20.00
<b>BISHOP OF LLANSDAFF.</b> An unusual attractive flower. Petals are bright scarlet with a center of deep garnet. Foliage is lacy and of reddish bronze color which is an added attraction. Very popular for the garden or as a cut-flower. ....	.17	1.90	15.00
<b>CHANCELLOR.</b> A striking single variety that is a sensation wherever grown. Coffee-brown with pronounced inner circle of maroon. Very fine. ....	.17	1.90	15.00
<b>COCKTAIL.</b> Dwarf single variety. Waved petals show the two toned effect of sulphur yellow and lilac. ....	.27	3.10	25.00
<b>CORONNE.</b> Pure white gardenia-like flower. Low growing bush and flowers have good stem and substance. ....	.17	1.90	15.00
<b>CROIX DU SUD (SOUTHERN CROSS).</b> A sensational European novelty. Anemone flowered with outer petals of blood-red and inner crest a combination of red and yellow. Tall, wiry stems. Very different and attractive. ....	.27	3.10	25.00
<b>ERICA.</b> Collarette type. Rich chocolate-maroon with white inner petals. Very attractive color combination. ....	.27	3.10	25.00
<b>FAIRY.</b> A very nice formal decorative. Color is almost the same as Jerseys' Beauty. Long stems and tall grower. ....	.12	1.35	10.00
<b>GLORIOUS.</b> Very small, raspberry-red flowers. Long, wiry stems. A good one in this shade. ....	.17	1.90	15.00
<b>JOAN.</b> Beautiful cerise color that is unusual in Dahlias. Long, thin stems and many flowers. ....	.12	1.35	10.00
<b>LITTLE DIAMOND.</b> Small, perfectly formed Cactus. Lavender-rose with sulphur yellow base. Extra fine. ....	.27	3.10	25.00
<b>LITTLE DREAM.</b> Very pretty small cactus. Rose-pink with slight white tip-pings. Long, wiry stems and graceful foliage. ....	.17	1.90	15.00
<b>LITTLE JENNY.</b> Canary yellow center shading to light rose at petal tips. Strong grower with abundance of flowers all season. ....	.27	3.10	25.00
<b>LITTLE MISS MUFFET.</b> Delightful medium size flowers. Beautiful shade of light pink with waved petals. ....	.75	8.00	
<b>LITTLE SNOW QUEEN.</b> This miniature, pure white Cactus is a beauty. Low growing bush with dense, graceful foliage. Good for cutting or garden display. ....	.17	1.90	15.00
<b>LITTLE SUNBEAM.</b> Slightly larger than most Miniatures. Cactus type. Orange and salmon with yellow center. ....	.27	3.10	25.00
<b>MADAM SIMONE STAPPERS.</b> A double form of Bishop of Llansdaff with some beet-red foliage. Extra fine. ....	.27	3.10	25.00
<b>ORCHID LADY.</b> Bright violet-rose or light lilac. Produces flowers in great profusion. Long stiff stems, holding flowers at just the right angle making them valuable as a cut flower. ....	.17	1.90	15.00
<b>PADDY.</b> This can well be termed the miniature Jerseys' Beauty. Beautiful rose-pink. Bushes are literally covered with bloom from early season until frost. ....	.17	1.90	15.00
<b>RED HEAD.</b> Orange-red. Low growing plants. One of the older favorites. ....	.14	1.55	12.00
<b>TEDDY BEAR.</b> This can well be called the "Zinnia" Dahlia for it resembles this flower in shape and substance. Blood-red with occasional lighter markings. Very free flowering. ....	.14	1.55	12.00
<b>TWINKLE.</b> Star shaped flower. White base with pink markings. Strikingly different. Very free flowering. ....	.22	2.50	20.00
<b>WILLY DEN OUDEN.</b> Delightful two-toned combination of orange-red with carmine-yellow center. Slightly large for a real miniature but a very fine kind. ....	.22	2.50	20.00



FAIRY



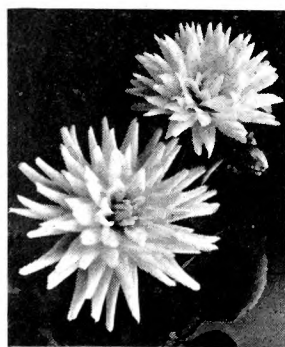
BISHOP OF LLANSDAFF



CHANCELLOR



PADDY



Easter Greeting

## EASTER POT-PLANT DAHLIAS

While mainly used by Florists as pot plants these Dahlias are also useful as border plants for the garden. The plants are dwarf and the flowers barely protrude above the foliage. They are constant bloomers and make a good showing all season.

**BETTY.** Golden-yellow.  
**EASTER GREETING.** White.  
**HELENA.** Salmon and Sulphur-yellow.  
**KATE.** Chinese-red.  
**URSLY.** Blood-red.

ALL AT  
each \$ .18  
Doz. 1.90  
100 15.00



INDIAN CHIEF



MARY MUNNS



MORNING MIST



ROTHOUT

# POMPON DAHLIAS

For years we have made a specialty of Pampan Dahlias and, by selecting the finest varieties available in each calar and offering them at mast reasanable prices, we have dane much ta encaurage a much wider use of this type.

You can select from this list with the assurance that you are getting the leading variety in each calar.

	Strong Divisions		
	Each	Doz.	100
<b>AMBER QUEEN.</b> Solid amber color and a beautiful shade. Flower is larger than average, has good stems and is a prolific cutter. ....	.08	.85	6.00
<b>ATOM.</b> Orange-red. Small flower on medium size bush. ....	.12	1.32	10.00
<b>BELLE OF SPRINGFIELD.</b> Solid red and considered by many as the best in this color. Small flower of perfect shape and with good stems. ....	.10	1.08	8.00
<b>BOBBY.</b> Deep plum-purple. Very free flowering. Good shape and substance. ....	.08	.85	7.00
<b>BRONZE BEAUTY.</b> Bronze and old gold. While the flowers are larger than average this variety is well considered by commercial cut flower growers. ....	.08	.85	6.00
<b>CATHERINE.</b> Large, bright yellow variety. The petals are somewhat coarse but the flowers are sturdy and the stems are strong. ....	.08	.85	6.00
<b>CORA MAY.</b> Delightful combination of salmon-pink lightening to primrose-yellow at base and with a pronounced rosy eye. Long strong stems. Small flower of perfect shape. Extra fine. ....	.14	1.55	12.00
<b>EDITH MUELLER.</b> A beautiful two toned variety. Golden-orange at base and salmon-red at petal tips. The flowers are perfectly round and borne on long, strong stems. Very fine. ....	.08	.85	6.00
<b>HAZEL.</b> Buff color at petal tips with deeper brown at base. Nicely shaped flower on good stems. ....	.09	.95	7.00
<b>INDIAN CHIEF.</b> The average flower has a red base with white petal tips but there is quite some variation. Larger than average. Good cutter and strong stem. ....	.08	.85	6.00
<b>JOE FETTE.</b> This is the leading white variety. Medium size flower of good shape and with nice stems. Low growing bush produces lots of flowers. ....	.09	.95	7.00
<b>LITTLE DAVID.</b> Deep burnt-orange. Small flower of good shape and substance. ....	.09	.95	7.00
<b>MARY MUNNS.</b> Fine lavender variety that is considered as among the very best in this color. Small flower of perfect shape and good producer. ....	.12	1.32	10.00
<b>MORNING MIST.</b> A fine newer variety that promises to be a general favorite both for commercial use and in the garden. The color is a rosy-lavender overlay on white base. It has long, strong stems and is a vigorous grower. Extra fine. ....	.14	1.55	12.00
<b>NERISSA.</b> Soft pink with lavender shadings. Low growing bush. Medium size flowers on good stems. ....	.17	1.92	15.00
<b>ORA.</b> A pretty combination of sulphur-yellow at base with lavender at petal tips. Long, wiry stem. ....	.12	1.32	10.00
<b>ROSA WILMOTH.</b> Deep rose-pink. Medium size flower on low bush. ....	.14	1.55	12.00
<b>ROTHOUT.</b> Deep scarlet and a favorite in this color. Long, strong stem and free flowering. Good commercial red. ....	.09	.95	7.00
<b>SNOW CLAD.</b> Medium size pure white. Good grower with long stems and plenty of flowers. ....	.09	.95	7.00
<b>THORBE.</b> Pleasing combination of lavender tips on light yellow base. Heavy flower on vigorous bush. ....	.14	1.55	12.00
<b>TITAN.</b> Very fine red. Tall stems held well above the foliage. ....	.14	1.55	12.00
<b>YELLOW GEM.</b> Creamy yellow and considered the best in this color. Small flower of perfect shape. Good substance and free blooming. ....	.10	1.08	8.00

## TERMS AND CONDITIONS OF SALE

This list cancels all previous quotations. Prices as quoted ore f.o.b. Hicksville and include packing. Terms are less 5% for cash with order or net 60 days, less 2% in ten days, on approved credit.

Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate.

### NON-WARRANTY

Although we exercise the greatest care and precaution in sending out only such stock as should perform entirely satisfactory, we nevertheless give no guarantee, expressed or implied, as to the quality, description or productiveness of any bulbs or roots we send out and will in no way be responsible for the crop. If the purchaser does not accept our bulbs or roots under these conditions, they are at once to be returned. No claims whatever will be allowed unless reported to us within 48 hours after the merchandise is received.

# Hardy Lilies

## LILIUM AURATUM (Goldband)

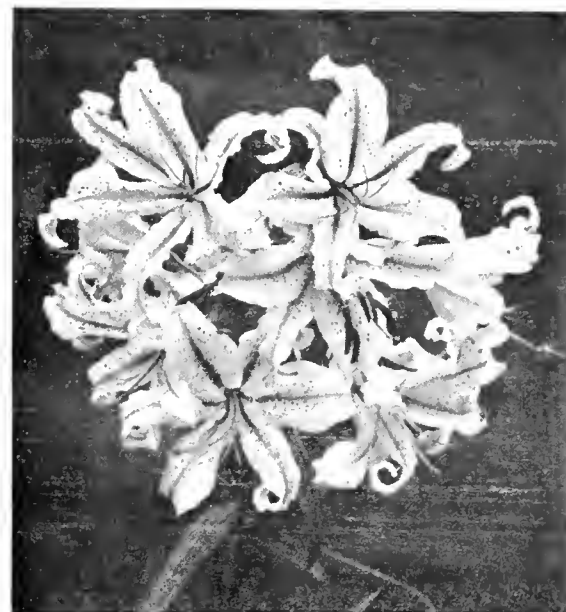
A tall, noble Lily, growing 4 to 6 feet high. Its huge flowers are white with red spots and a golden rib down the center of each petal.

	Doz.	100	Case
8-9 in., 180 bulbs to case .....	\$1.35	\$10.00	\$17.50
9-11 in., 125 bulbs to case .....	2.00	16.00	17.50

## LILIUM HENRYI

A very tall, robust grower bearing yellow flowers with lighter stamens.

8-10 in., 180 bulbs to case .....	\$1.35	\$10.00	\$17.50
9-11 in., 125 bulbs to case .....	2.00	16.00	17.50



LILIUM AURATUM

## LILIUM REGALE

Not only is this one of the most beautiful of all Hardy Lilies, but it has the additional important quality of seemingly adopting itself to many different locations and doing uniformly well. It will thrive and produce splendidly in any ordinary garden location. It is a white trumpet Lily with markings of pink, yellow and light brown, extremely fragrant and flowers in June. Prices are again reduced

	Doz.	100	1000
7-8 in. ....	\$ .75	\$5.50	\$50.00
8-9 in. ....	.90	6.50	60.00
9-10 in. ....	1.10	8.00	75.00
10 in. up .....	1.35	10.00	90.00



LILIUM REGALE

## LILIUM RUBRUM

A Japanese Lily, growing 3 to 4 feet high with large open flowers of carmine-pink with crimson spots.

	Doz.	100	Case
8-9 in., 200 bulbs to case .....	\$1.35	\$10.00	\$17.50
9-11 in., 140 bulbs to case .....	2.00	16.00	17.50

## LILIUM TIGRINUM—Single Tiger Lily

Orange-yellow with black spots. A great favorite that gives splendid results, without much coddling, and quickly increases into large clumps or colonies in the hardy border.

	Doz.	100	1000
6-7 in. ....	\$ .75	\$5.50	\$50.00

## LILIUM TIGRINUM—Double Tiger Lily

6-7 in. ....	\$1.10	\$8.00	\$75.00
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Lily of the Valley

## LILY-OF-THE-VALLEY

### For Forcing

With the uncertainty that exists regarding the arrival of the new crop Valley Pips from Europe we are unable to quote prices as this catalog goes to press. We shall be glad to have inquiries from our customers and to then name prices

### For Outdoor Planting

We offer local grown pips as follows

Per Doz., \$0.20; per 100, \$1.50; per 1000 \$12.50

For store trade we also have wrapped packages of Valley as offered on page 16



LILIUM RUBRUM

Note Our Prices on Liliium Regale — The Finest Variety for American Gardens

# GLADIOLUS Finest Quality — Long Island Grown



PICARDY

## PICARDY – The Finest of All

Beautiful coral pink. Tall, handsome spikes of large flowers with perfect formation.

This season we again have a fine stock of this most popular of all Gladiolus. The bulbs are grown by us and are healthy and 100% free from mixtures. The price has again been reduced and this makes Picardy available at a price that will permit of extensive plantings. Even the smaller size bulbs, when properly spaced and cared for, will produce fine flower spikes.

	Doz.	100	1000
1st Size 1½ inches and over .....	\$0.20	\$1.20	\$10.00
2nd Size 1¼ to 1½ in. ....	.15	1.00	7.50
3rd Size 1 to 1¼ in. ....	.10	.60	5.00
4th Size ¾ to 1 in. ....	.08	.50	4.00

## SPECIAL! Oversize Bulbs of Picardy

We have a limited stock of selected large bulbs, many of which measure up to three inches in diameter. Each bulb will produce two and three spikes of exhibition flowers.

Per Doz. \$.25; Per 100, \$1.50; Per 1000, \$12.50

## BULBLETS OF PICARDY

This variety is a rapid grower from bulblets and when properly spaced gives many flowers and produces large bulbs.

Per Peck \$2.00; Per Bushel \$7.00

We Can Supply Second Size Bulbs of Any Variety We List at 20% Less Than First Size Prices

Most of the bulbs we offer below are grown on our own farms here on Long Island—a section that has consistently produced the finest quality stock ever since Gladiolus were introduced into this Country.

Through the use of the latest control methods devised by the Department of Agriculture we maintain our plantings as free from thrip as is humanly possible and we venture to state that nowhere in this Country is finer or cleaner stock available.

The varieties we offer below are the leaders in their respective colors.

	1st Size - 1½" and up		
	Doz.	100	1000
<b>AFLAME.</b> Immense flower on extra tall stem. Bright, orange-flame color. ....	.20	\$1.50	\$12.00
<b>ALBANIA.</b> Good commercial white. Flower is small but tough and holds up splendidly in hot weather. ....	.20	1.50	12.00
<b>ALBATROSS.</b> One of the new fine whites. Tall stiff stem. Very good. ....	.25	1.70	14.00
<b>APRICOT GLOW.</b> Early flowering tall apricot. ....	.20	1.50	12.00
<b>AVE MARIA.</b> Fine light blue with purplish blotch. Very good one in this color. ....	.30	1.90	16.00
<b>BAGDAD.</b> Smokey old rose. Unusual shade. Tall straight spike with many blooms open together. ....	.20	1.50	12.00
<b>BEACON.</b> A new one that promises to become very popular. Tall, handsome spike of light red with creamy blotch. Slightly ruffled. Outstanding variety. ....	1.10	8.00	75.00
<b>BERTY SNOW.</b> Ranks next to Minuet as the best lavender for commercial use. Large, well-formed spike. ....	.20	1.50	12.00
<b>BETTY CO-ED.</b> Unusually attractive blending of cream and pink. Small, graceful flower that is beautiful for basket arrangement or make-up work. ....	.20	1.50	12.00
<b>BETTY NUTHALL.</b> Vivid salmon-orange shading to yellow at the throat and having a carmine margin. Tall spike bearing about twenty or more buds with many open together. A very showy variety and one of the latest to flower. ....	.20	1.50	12.00
<b>BLEEDING HEART.</b> White and pale pink with large, distinct red blotch. A glorified Pendleton. Very striking. ....	.25	1.80	15.00
<b>BREAK O'DAY.</b> Very early La France pink. Very showy and useful commercial kind. ....	.20	1.50	12.00
<b>CHARLES DICKENS.</b> An early, very tall purplish violet. Strong grower. ....	.25	1.70	14.00
<b>COMMANDER KOEHL.</b> Very deep red and the finest in this color. Makes a good spike of heavy flowers. ....	.30	1.90	16.00
<b>DEBONAIR.</b> La France pink with beautiful cream throat. ....	.25	1.70	14.00
<b>DUNA.</b> Delightful combination of light pink and buff. ....	.20	1.50	12.00
<b>DR. F. E. BENNETT.</b> This is the accepted commercial leader among red varieties. Heavy, well shaped spike with many open at the same time. Large, brilliant scarlet. Extra fine. ....	.25	1.70	14.00
<b>FLAMING SWORD.</b> Large flame red with long stem. Well placed flowers. ....	.20	1.50	12.00
<b>GIANT NYMPH.</b> A ranking favorite. Color is clear pink with creamy yellow throat. Good grower. ....	.20	1.50	12.00
<b>HIS EXCELLENCE.</b> Very early light red. Large individual florets on short spike. Robust grower. ....	.20	1.50	12.00

GLADIOLUS — Continued

	1st Size Doz.	1 1/2" - 100	and up 1000
GLORIANA. Golden salmon with yellow throat. Fine tall grower. We re-commend it as one of the best. ....	\$ .20	\$1.50	\$12.00
GOLD EAGLE. Very early deep yellow. ....	.20	1.50	12.00
GOLDEN DREAM. Extremely tall yellow and one of the best available in this shade. ....	.20	1.50	12.00
LA PALOMA. A nice, very early orange variety that makes a good spike. ....	.20	1.50	12.00
LOS ANGELES. Bright pink with small orange carmine markings in throat. ....	.20	1.50	12.00
MAID OF ORLEANS. Now that this variety is available at a rea-sonable price it assumes the commanding position of the leading white. Large flowers, perfect placement and good stems ....	.25	1.80	15.00
MAMMOTH WHITE. Huge pure white with well placed flowers of fine form. ....	.30	1.90	16.00
MARGARET FULTON. Beautiful deep pink. Medium size flower with good placement This is the sturdiest variety we know of and this quality makes it very desirable ....	.25	1.70	14.00
MINUET. This is the leading clear lavender variety. Good color and per-fect form. ....	.25	1.80	15.00
MRS. FRANCIS KING. Flame scarlet, tall, straight stems. Still in de-mand commercially as one of the best reds ....	.20	1.50	12.00
MRS. FRANK PENDLETON. Rose pink with blood red blotch on lower petals An old favorite. ....	.20	1.50	12.00
ORANGE PRINCESS. More red than orange and becoming popular with Florists. ....	.45	3.00	25.00
ORANGE QUEEN. Orange yellow. Very easy to force and one of the earliest when planted outdoors Small, individual florets with hood ....	.20	1.50	12.00
PARADISE. One of the largest and tallest of all glads. Large, ruffled apricot Vigorous grower. ....	.25	1.70	14.00
PEACE. Large, tall white with purple throat Very late. ....	.20	1.50	12.00
PELEGRINA. Very handsome purple without markings. Considered the best in this color. ....	.20	1.50	12.00
PICARDY. SEE FEATURE LISTING ON PAGE 10 ....	.20	1.20	10.00
ROSA DE LIMA. A new one from Holland that is a perfect beauty Clear light pink without any markings. Tall vigorous grower Very fine ....	.45	3.00	25.00
SOUVENIR. Deep yellow primulinus type. Small flower but an old favorite ....	.20	1.25	10.00
STAR OF BETHLEHEM. One of the newer pure white varieties from Europe ....	.45	3.00	25.00
SUNGOD. A fine new early yellow Good flower arrangement on stiff stem ....	.25	1.80	15.00
VAGABOND PRINCE. A new beauty for the garden Mohogany brown with lighter throat and flaming blotch Magnificent spike ....	.75	5.50	50.00
VIRGINIA. Intense scarlet noted for its earliness and large open flowers which face one way. ....	.20	1.50	12.00
VREDENBURG. New one from Europe. Pure paper white without markings Good placement and nice spike. ....	1.10	8.00	75.00
WASAGA. A combination of apricot yellow and pink with ruffles on petal edges. Very good. ....	.20	1.50	12.00
WHITE BUTTERFLY. A beautiful, small white Primulinus that is very use-ful for graceful, decorative work. ....	.20	1.50	12.00
WURTEMBERGIA. Brilliant red with white throat. Fine placement and good spike. ....	.30	1.90	16.00

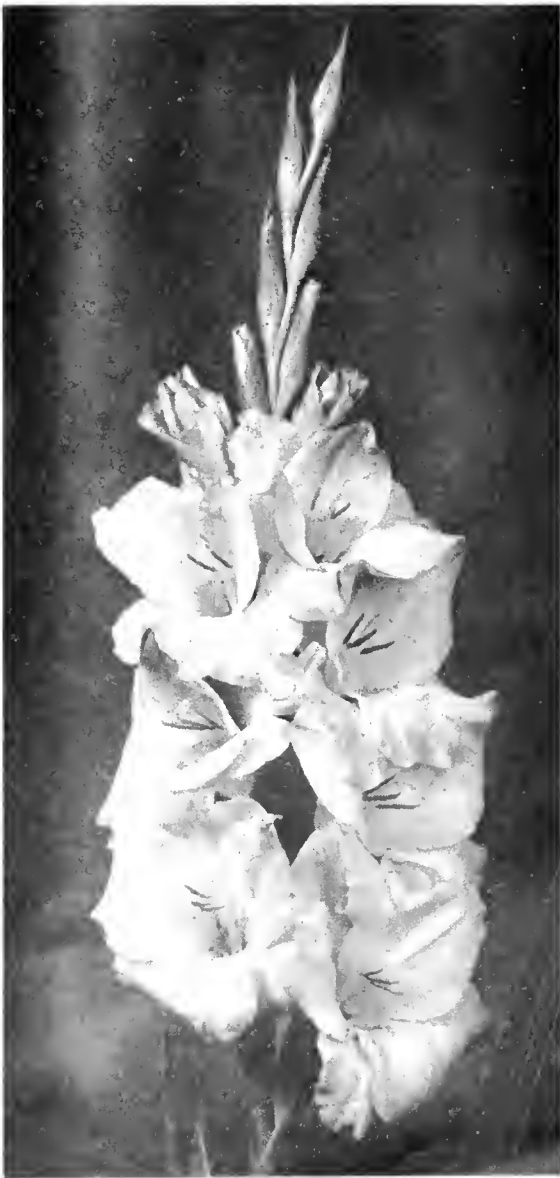
GLADIOLUS MIXTURES

	Doz.	100	1000
FEATURE MIXTURE. Contains only the large flowering types in the bet-ter varieties. Wide range of color ..... Top size	\$2.00	\$1.35	\$11.00
Second size. ....	.15	1.00	8.00
STANDARD MIXTURE. A well balanced assortment of colors is represented in this fine mixture. .... Top size	.15	1.10	9.00
Second size. ....	.12	.80	6.50
PRIMULINUS MIXTURE. Made up solely in the dainty hooded types. A carnival of color at a low price. .... Top size	.20	1.20	10.00
Second size. ....	.14	.90	7.50
OVERSIZE MIXTURE. Mammoth bulbs measuring two to three inches. Make a fine counter display. ....	.20	1.50	12.50

See Page 17 for Gladiolus in Cellophane Bags — The Ideal Retail Sales Method



MAID OF ORLEANS



MINUET



AMARYLLIS, GIANT HYBRID

## AMARYLLIS – Giant Hybrids

No other bulbous subject offers such an opportunity for the development of increased sales and satisfied customers as these Hybrid Amaryllis. For years we have aided in their development and have started many concerns selling them—and we never get an unfavorable report.

For house culture the ease with which they can be flowered makes them the outstanding subject for this purpose and they also make a beautiful pot plant for florist use. The colors are mixed and range from pure white through the various pink shades to deep red.

	Doz.	100
2¼ to 2½ in. ....	\$1.50	\$10.00
2½ to 2¾ in. ....	1.80	12.50
2¾ to 3 in. ....	2.15	15.00

	Doz.	100
3 to 3¼ in. ....	\$2.50	\$17.50
3¼ to 3½ in. ....	3.00	20.00
3½ to 3¾ in. ....	3.25	22.50

### Amaryllis Halli

(Lycoris Squamigera)

The bulb produces its foliage in spring which is followed by a tall lavender spike of beautiful flowers in midsummer. It is perfectly hardy and a splendid permanent subject for summer flowering in northern gardens.

Each, \$0.75; per doz, \$8.40; per 100, \$65.00



Amaryllis Halli

## ANEMONES

These bulbs may be planted in early Spring with marked success, and they do remarkably well outdoors in many sections of the country.

**DE CAEN.** Large single form. Many colors

	Doz.	100	1000
1 year bulbs .....	\$0.30	\$1.80	\$15.00
2 year bulbs .....	.50	3.00	25.00

**ST. BRIGID.** Semi-double. Large and full. Mixed colors.

1 year bulbs .....	\$0.50	\$3.00	\$24.00
2 year bulbs .....	.65	4.00	35.00
In separate colors. Dark blue, violet and dozzling red.			
2 year top size .....	.75	5.00	40.00



BEGONIA—Tuberous Rooted Double

## BEGONIAS – Tuberous-rooted

Now that the Federal Quarantine on these bulbs has been removed and we are again able to import them from Belgium we are sure that our customers will welcome the announcement that prices have been reduced more than fifty per cent. We are certain that this is going to mean a much more general use of this splendid subject and we have provided generous supplies of the leading types as listed below. For summer pot-plants or for garden use in semi-shaded locations there is no better subject.

### Single

ORANGE	1¼ to 1½ in.
PINK	Doz. .... \$ .40
RED	100 ..... 3.00
	1000 ..... 25.00
SALMON	1¾ to 2½ in.
WHITE	Doz. .... \$ .70
YELLOW	100 ..... 5.00
	1000 ..... 40.00

### Double

ORANGE	1¼ to 1½ in.
PINK	Doz. .... \$ .40
RED	100 ..... 3.00
	1000 ..... 25.00
SALMON	1¾ to 2½ in.
WHITE	Doz. .... \$ .70
YELLOW	100 ..... 5.00
	1000 ..... 40.00

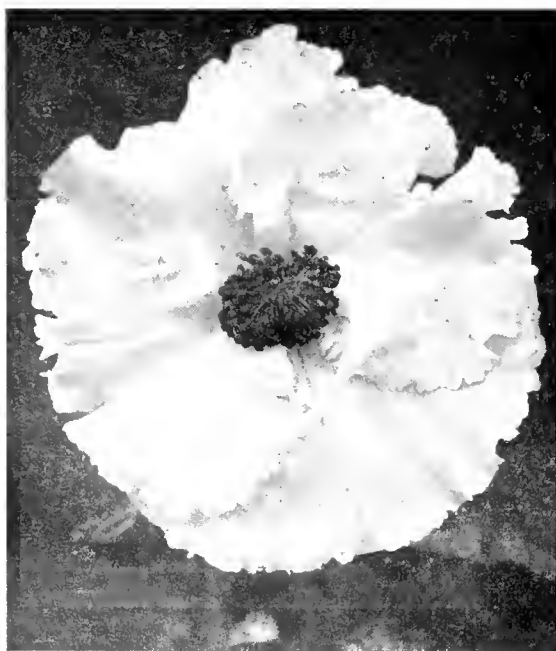
Also Two Beautiful Ruffled Types

### Crispa

ORANGE	1¾ to 2½ in.
PINK	Doz. .... \$ .80
RED	100 ..... 6.00
SALMON	1000 ..... 50.00
WHITE	
YELLOW	

### Fimbriata

ORANGE	1¾ to 2½ in.
PINK	Doz. .... \$ .80
RED	100 ..... 6.00
SALMON	1000 ..... 50.00
WHITE	
YELLOW	



BEGONIA—Tuberous Rooted Crispa

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate

# BLEEDING HEART

## DICENTRA

A beautiful garden plant of graceful habit, 2 to 3 feet high. The foliage is of a highly ornamental, fernlike appearance, over which hang the drooping spikes of pink, heart-shaped flowers. Blooms outdoors in May and June, and in the Fall can be lifted and potted for Winter and Spring bloom indoors. Be sure to include this in your order — always in popular demand.

**Large Field Clumps** ..... per doz. \$3.00; per 100 \$20.00; per 1000 \$180.00  
**Wrapped Divisions** ..... per doz. 1.25; per 100 8.00; per 1000 75.00

## CALADIUM – Fancy Leaved

The large, brilliant colored leaves that these bulbs produce make an unequalled display for the Summer garden. As a pot plant for florists' use, there is no better Summer subject.

**NAMED VARIETIES.** A collection of 5 named kinds which includes all of the best forms and richest colorings.

Per 25 ( 5 of each) .....\$ 4.25  
 Per 100 ( 20 of each) ..... 15.00  
 Per 1000 (200 of each) .....125.00

**MIXED COLORS.** All colors represented in this mixture, including the Birch bark varieties.

Per doz. ....\$ 1.35  
 Per 100 ..... 10.00  
 Per 1000 ..... 90.00

## CALADIUM ESCULENTUM (Elephant's Ears)

A splendid plant with tropical-like foliage for border groups, lawn specimens but most frequently use with Cannas and plants of similar nature for Summer flowering beds. The massive size and bright appearance of the leaves (which resemble an elephant's ear) are most striking, either when used alone or as a background for other flowering plants.

	Doz.	100	1000
5-7 in. ....	\$0.50	\$2.75	\$22.00
7-9 in. ....	.60	3.50	30.00
9-11 in. ....	1.00	6.50	60.00
11-13 in. ....	2.00	15.00	125.00

## CANNAS

Cannas are the showiest of all Summer bedding plants and as a result are always in demand and are among the leading sellers for storekeepers. Our roots are strong, plump, 2 to 3-eye divisions. Display cards for leading kinds.

	Doz.	100	1000
<b>CITY OF PORTLAND.</b> Glowing pink .....	\$0.70	\$4.75	\$40.00
<b>CRIMSON BEDDER.</b> Deep crimson .....	.40	2.75	22.50
<b>EUREKA.</b> White .....	.50	3.30	27.50
<b>HUNGARIA.</b> Deep rose .....	.50	3.35	28.00
<b>KING HUMBERT RED.</b> Orange scarlet .....	.45	3.00	25.00
<b>KING HUMBERT YELLOW.</b> Golden yellow, spotted red .....	.45	3.00	25.00
<b>MME. CROZY.</b> Vermilion scarlet .....	.40	2.75	22.50
<b>MRS. ALFRED CONRAD.</b> Salmon pink .....	.55	3.60	30.00
<b>ORANGE BEDDER.</b> Bright orange suffused with scarlet .....	.45	3.00	25.00
<b>RICHARD WALLACE.</b> Light yellow .....	.40	2.75	22.50
<b>ROSEA GIGANTEA.</b> Soft rose pink .....	.55	3.60	30.00
<b>THE PRESIDENT.</b> Red .....	.45	3.00	25.00
<b>VENUS.</b> Bright rose pink, cream border .....	.40	2.75	22.50
<b>WINTZER'S COLOSSAL.</b> Vivid scarlet .....	.40	2.65	22.00
<b>WYOMING.</b> Orange flowers with purple foliage .....	.40	2.75	22.50

## GLOXINIAS

GLOXINIAS are again available from Belgium and prices are less than half of what they were a year ago. This subject makes a summer pot plant of unequalled beauty. We offer the following varieties:

<b>Blanche de Meru,</b> pure white, pink edge	<b>Mont Blanc,</b> pure white
<b>Fire King,</b> fiery red	<b>Prince Albert,</b> deep blackish violet
<b>Kaiser Friedrich,</b> scarlet, white edge	<b>Violacea,</b> dark purple violet
<b>Kaiser Wilhelm,</b> deep blue, white edge	<b>Waterloo,</b> lively scarlet, frilled edge

All at Doz. \$0.90; 100 \$6.50; 1000 \$60.00



DICENTRA (Bleedingheart)

## CALLAS

**ELLIOTTIANA.** Yellow

	Doz.	100	1000
2 to 2½ in. ....	\$1.40	\$10.00	\$95.00
2½ to 3 in. ....	2.70	18.00	150.00

**ALBA MACULATA.** A very fine summer garden variety Creamish white flowers and beautiful spotted foliage. Florists should plant it for early summer calla flowers.

	Doz.	100	1000
Mammoth size .....	\$1.60	\$12.00	\$100.00
First size .....	1.00	7.50	60.00

## Cinnamon Vines

A fine perennial climber with ivylike leaves and sweet-scented flowers

Per doz. ....\$0.75  
 Per 100 ..... 5.00  
 Per 1000 ..... 40.00



GLOXINIA



HYACINTHUS CANDICANS

## GERMAN IRIS

An assortment of some of the finer new kinds.  
Per doz. .... \$0.50  
Per 100 ..... 3.50  
Per 1000 ..... 30.00

## OXALIS

These bulbs make delightful border plants. They have Clover-like foliage and are a mass of blooms all Summer.

Deppei .....	White
Lasiandra .....	Rosy Pink
Shamrock .....	Deep Pink
Per doz. ....	\$0.20
Per 100 .....	1.25
Per 1000 .....	10.00



MONTBRETIA

## HEMEROCALLIS (Day-Lilies)

With the development of fine new hybrids this subject is rapidly gaining popularity as a very desirable perennial.

	Doz.	100
DR. REGAL. Orange yellow. Fragrant .....	\$1.60	\$12.00
FULVA. Common native day lily. Orange Red .....	.75	5.00
GOLD DUST. Clear gold .....	1.60	12.00
OLIF. Deep yellow July bloomer .....	2.00	15.00
ORANGE KING. Brilliant orange .....	2.00	15.00

## HYACINTHUS CANDICANS

These flowers resemble huge Hyacinths with stalks 3 and 4 feet high and with drooping, Hyacinth-like white bells. They make a long and good showing when planted in borders. Even the smaller sizes bloom profusely.

1½ to 2 in. ....	.65 per doz.,	4.00 per 100,	35.00 per 1000
2 to 3 in. ....	.85 per doz.,	6.00 per 100,	50.00 per 1000

## ISMENE CALATHINA

This bulb makes an Amaryllis-like growth and produces in early Summer a white, trumpet-shaped flower resembling a large Daffodil. Sweet-scented. Very attractive and unusual. Large size bulbs.

Per doz. ....	\$ 1.25
Per 100 .....	9.00
Per 1000 .....	75.00

## JAPANESE IRIS

We are convinced that Japanese Iris offer one of the biggest dollar's worth of garden beauty in the whole floral list. They are easily handled and once established, provide a yearly wealth of beauty with little care or attention other than to keep other plants from crowding them out.

Blue Shades	} ALL AT ONE PRICE	
Purple Shades		
Variegated Shades		
White Shades		
per doz. ....		\$1.10
per 100 .....		8.00
per 1000 .....		75.00

**SEEDLING HYBRIDS.** Everyone is beautiful and no two are alike. In this mixture you stand a good opportunity of getting an unusual prize winning variety of great value ..... **Exceptional value.** Doz. .85; 100 \$6.00; 1000 \$50.00

## MADEIRA VINE

Commonly known as climbing Mignonette. Makes a rapid annual growth and is a good subject for a ground cover or climbing vine.

Per doz. ....	\$ 0.50
Per 100 .....	3.00
Per 1000 .....	26.00

## MONTBRETIAS

You will find that limited planting of these will give you something unusual in a graceful Summer cut flower.

	Doz.	100	1000
AURANTIACA. Orange yellow .....	\$0.60	\$3.60	\$30.00
FIRE KING. Red .....	.60	3.90	32.50
GERMANIA. Red and yellow. ....	.60	3.90	32.50
GOLDEN WEST. Golden Yellow .....	.75	4.80	40.00
KING EDMUND. Fine large yellow .....	.90	5.10	42.50
TALISMAN. Dark scarlet .....	.75	4.20	35.00
FINE MIXTURE. ....	.50	3.00	25.00

## TRITOMAS

Commonly known as "Flame Flowers" or "Red Hot Pokers" on account of their spike-like, brilliant colored flowers.

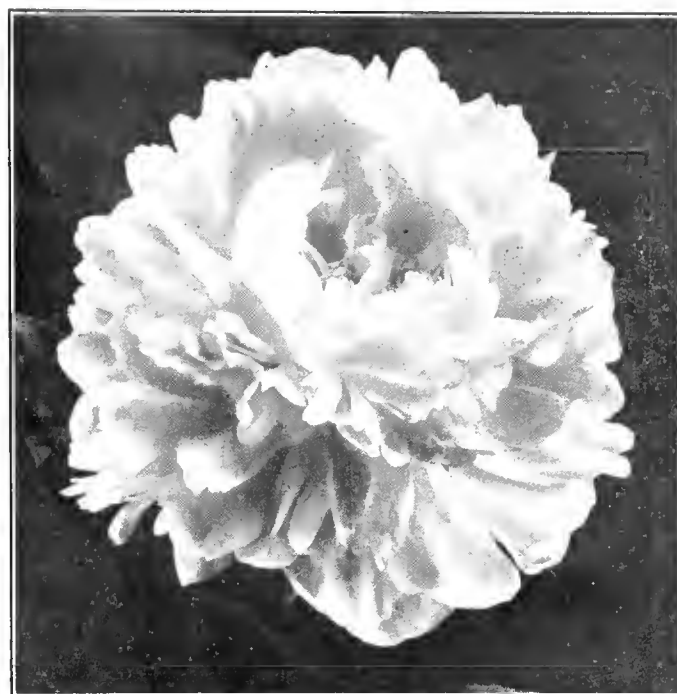
This is one of the showiest subjects for the Summer garden and produces a continuous profusion of flowers.

PFITZERI. Flame red color. Flowers late August and September. ....	\$ 1.00
Per doz. ....	7.00
Per 100 .....	65.00
Per 1000 .....	

See Page 16 for Wrapped Packages of Japanese and German Iris

## PEONIES Plump 2-3 Eye Divisions

	Doz.	100
<b>ALBATRE.</b> A fine white with nice form and substance. ....	\$2.70	\$18.00
<b>ALBERT CROUSSE</b> Tall, late, rosy white, flecked with crimson. Large, bomb shaped flower. ....	2.70	18.00
<b>BARONESS SCHROEDER.</b> Large, globular flowers. Flesh white turn- ing to milky white. ....	3.50	22.50
<b>COURONNE d'OR.</b> White with yellow tints. Center petals edged with carmine. Large flower. Good keeper. Late ....	2.70	18.00
<b>EDULIS SUPERBA.</b> Favorite light pink for commercial growers. ....	2.70	18.00
<b>EUGENE VERDIER.</b> Hydrangea-pink with deeper center and crim- son spots. ....	2.70	18.00
<b>FELIX CROUSSE.</b> Rich red and the most popular one of this color. The most popular white. ....	3.50	22.50
<b>FESTIVA MAXIMA.</b> Pure white with crimson markings on center petals. ....	2.70	18.00
<b>GERMAINE BIGOT.</b> Lilac rose Large, flat flower. Mid-season. ....	2.70	18.00
<b>JAMES KELWAY.</b> Tall, large flowers. Pure white with pink shadings and yellow base. ....	3.50	22.50
<b>KARL ROSENFELD.</b> Very large, early red. Strong grower, tall and free flowering. ....	3.50	22.50
<b>MONS. JULES ELIE.</b> Considered by many as the finest Peony of all. Beautiful glowing pink. ....	4.00	30.00
<b>QUEEN VICTORIA.</b> While the flower is smaller than most, it is one of the most profitable whites to grow on account of its free flowering and long keeping qualities. ....	2.70	18.00
<b>REINE HORTENSE.</b> Soft flesh pink with crimson splashes. Large and beautiful flat flower. ....	4.00	30.00
<b>SARAH BERNHARDT.</b> Large, strong grower of apple-blossom-pink, each petal edged with silver. ....	3.50	22.50



Peony, Festiva Maxima

## Wrapped Peonies in Separate Colors

Each individually wrapped with moss and water-proof paper, and large colored label on wrapper.

	Doz.	100	1000
Pink, Red and White. 2 to 3 eyes. ....	\$1.25	\$9.00	\$85.00
Pink, Red and White. 3 to 5 eyes. ....	1.75	12.00	115.00

## RANUNCULUS

These bulbs must be handled as greenhouse subjects in the North but in the Southern and Western States they do splendidly outdoors. The strain that we offer shows a marked improvement over the older types and the flowers are larger, more double, and the most beautiful colors

### FRENCH HYBRIDS

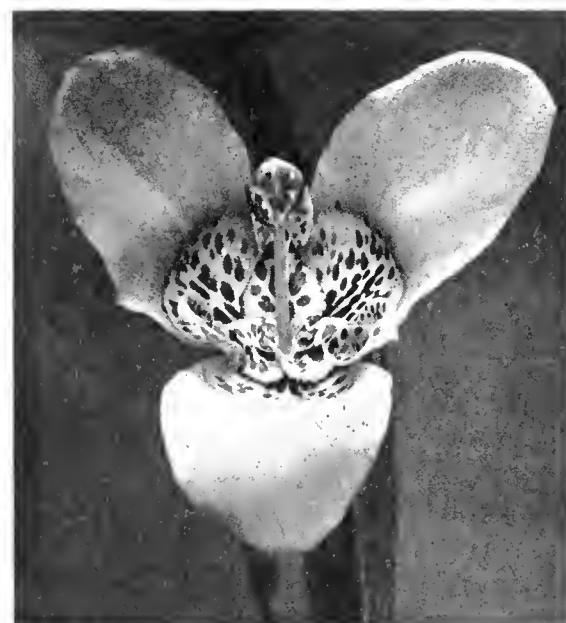
Separate Colors—

Red, Yellow, Orange, Pink and White

	Doz.	100	1000
Top Size .....	.50	3.50	30.00

A mixture containing all of the finest colors.

	Doz.	100	1000
Top Size .....	.40	3.00	25.00



TIGRIDIA PAVONIA

## TIGRIDIA PAVONIA

For brilliancy of color there are few floral subjects that can compare with Tigridias. The bulbs, which can be handled the same as Gladiolus, bloom in mid-summer. Each stalk produces several flowers and this prolongs the display.

For something strikingly beautiful and unusual we suggest these Tigridias.

Per Doz. \$1.00; Per 100 \$7.50; Per 1000 \$60.00

## TUBEROSES

Lovers of the old-fashioned gardens always like to include Tuberoles in their general collections and these bulbs therefore retain their old popularity from year to year. A deliciously fragrant flower and an exceptional favorite among Summer plants — grows 2-3 feet high, with waxy, white flowers in compact spike. Crop is short this year so order early.

### DWARF PEARL

	Doz.	100	1000
Double, 3-4 .....	\$0.25	\$1.50	\$12.00
Double, 4-6 .....	.50	3.00	26.50
Double, 6-8 .....	1.00	7.00	60.00

### MEXICAN

	Doz.	100	1000
Single .....	\$0.50	\$3.00	\$25.00



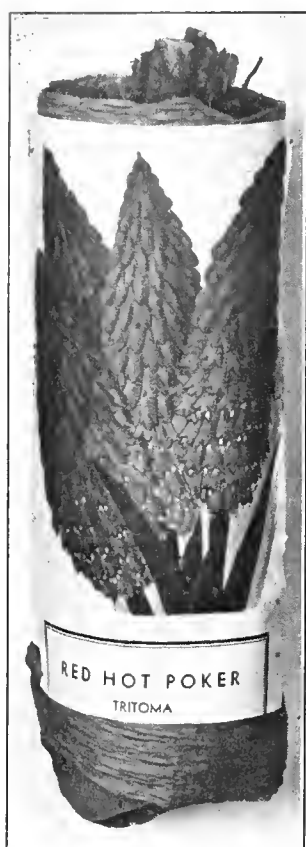
TUBEROSES

6 or More at Dozen Rate; 25 or More at 100 Rate; 250 or More at 1000 Rate

# Perennial and Other Wrapped Packages

## FOR STORE SALES

This list of perennials and other Spring selling subjects comprises the most popular home garden plants. Each is wrapped in a distinctive colored, moisture-proof paper with sufficient moss to preserve the plants in a perfect condition over the usual selling period and a liberal sized colored reproduction is attached to each plant. Growing instructions are also given.



All wrapped in moisture-proof paper with colored label and growing instructions.

**AQUILEGIA** (Columbine). Fine strain of long-spurred hybrids. Very beautiful early Spring perennial.

**BLEEDINGHEART**. Favorite perennial of the old-fashioned garden.

**CHRYSANTHEMUMS**. These hardy Chrysanthemums are a very popular garden subject and one of the best sellers. We have them available in four distinct colors with separate labels for each color—Red, Pink, Yellow and Bronze.

**COREOPSIS**. This is one of the favorite hardy garden plants. Large, bright yellow flowers which bloom in great profusion most of the summer.

**CAMPANULAS** (Canterbury-bells). A favorite flower of the old-fashioned garden. Large spikes of bell-shaped flowers produced on stems about 1 ft. high.

**DELPHINIUM** (Larkspur). We have a very good stock of the finest English strains which range in color from the palest blue to the deepest purple with many pastel shades of mauve, pink, and lavender. A very popular garden subject.

**DIGITALIS** (Foxglove). Spikes are 2 and 3 feet which bloom in June and July. Create a fine, old-fashioned garden effect.

**FUNKIA VARIEGATA**. The variegated foliage of yellow and green make this a very desirable edging plant. Bears spikes of tall blue flowers in Mid-summer.

**FUNKIA SUBCORDATA**. Large green foliage with pure white, Lily-shaped fragrant flowers that bloom in August and September.

**GAILLARDIA** (Blanket flower). Lovely shades of orange, yellow and red that bloom all Summer and Fall and make this a very desirable plant for any garden.

**HIBISCUS**. (Mallow Marvels). One of the showiest subjects for August flowering. Plants grow bushy and about 3 feet in height and make an excellent background. Produce beautiful large flowers measuring 4 inches and 5 inches across in shades of white, red, and pink.

**HEMEROCALLIS** (Daylilies). Rich yellow and orange flowers produced on tall stems in the early Summer. Height about 2 feet.

**HOLLYHOCK**. Everyone knows what these are and for a tall background effect there is nothing more striking and beautiful.

**IRIS, JAPANESE**. The finest of all the Iris family. Very large, flat flowers in a wide range of handsome colors. Bloom in June.

**IRIS, GERMAN**. An assortment of the finest of the newer varieties of this popular garden subject.

**LILY OF THE VALLEY**. This popular subject is always in good demand. These roots are the genuine outdoor type for garden planting.

**PHLOX**. These hardy Phlox are a beautiful addition to any hardy plant collection. The fine varieties that we offer have large flower heads on long stems and in a wide range of colors.

**PHYSALIS** (Chinese Lantern). These produce bright orange scarlet lanternlike fruits which when cut last all Winter.

**PYRETHRUM** (Painted Daisies). A mixture of double and single flower sorts in many shades of pink, rose, and white.

**RUDBECKIA**, Golden Glow. This very popular hardy plant produces large masses of golden yellow double flowers shaped like miniature Dahlias. Grows 5 ft. and 6 ft. tall.

**SEDUM SPECTABILIS**. A pretty erect-growing variety of "live-for-ever". About 18 inches tall, with broad, light green foliage and large heads of handsome rose-colored flowers.

**SHASTA DAISY**. A fine, large white Daisy that shows up splendidly in every perennial border.

**SPEARMINT**. Always in demand for every kitchen garden.

**SWEET-WILLIAM**. A fine mixture of the best English strains of this very popular hardy plant.

**TRITOMA** (Red Hot Poker). One of the showiest of all perennials and should have a place in every garden.

**VERONICA**. Beautiful spike of large blue flowers about 15 inches tall. Flowers late June and July.

All of the above: \$1.00 per doz., \$7.00 per \$100, \$65.00 per 1000  
(25 at 100 rate, 250 at 1000 rate)

A Liberal Display of These Colorful Packages Makes an Attractive Sales Appeal

# Packaged BULBS and PLANTS for Store Trade

THE advantages of handling packaged bulbs and roots are obvious. The moisture-proof covering prevents evaporation and maintains these subjects in a live condition much longer than when they are exposed to dry store atmospheric conditions. Packaged items permit of a clean, orderly and attractive display and entirely eliminate the waste and culls prevalent with the handling of bulk merchandise. In addition, the wrappers provide an opportunity of giving descriptions and growing instructions which are so vital to the maintenance of satisfied customers.

## GLADIOLUS IN CELLOPHANE BAGS

No Waste—No Culls—No Dirt

### SELF SELLING

With Complete Growing Instructions on Each Bag  
and the Flowers Shown in Natural Colors

### Five Most Popular Varieties

PINK: Los Angeles      RED: Virginia      ROSE: Shaylor  
YELLOW: Souvenir      LAVENDER: Herada

*Four Top Size Bulbs in Each Bag*

These Are Packed 25 Assorted Packages In Attractive Display Carton

Price per carton of 25 packages, \$1.65

## SPECIAL STORE ASSORTMENT

### 25 Packages Popular Home Garden Subjects

This assortment packed in the special display carton shown on the right, has been featured by us for the past three seasons, has proved a ready seller with our trade, and sales have increased enormously. Each item is packed either in moisture-proof paper or cellophane with a colored picture on each package and complete growing instructions. Here is what the assortment contains:

- |                                |                 |
|--------------------------------|-----------------|
| 1 RED PEONY                    | 1 CALADIUM      |
| 1 PINK PEONY                   | (Elephants-ear) |
| 3 JAPANESE HYBRID IRIS         | 2 COREOPSIS     |
| 2 GERMAN IRIS of new coloring. | 2 HIBISCUS      |

- 3 TRITOMAS (Red Hot Pokers)
- 2 FUNKA VARIEGATA, fine colorful border plant.
- 6 CANNAS, two of each color: Red, Pink, Yellow.
- 2 TUBEROSES, Double White Pearl.

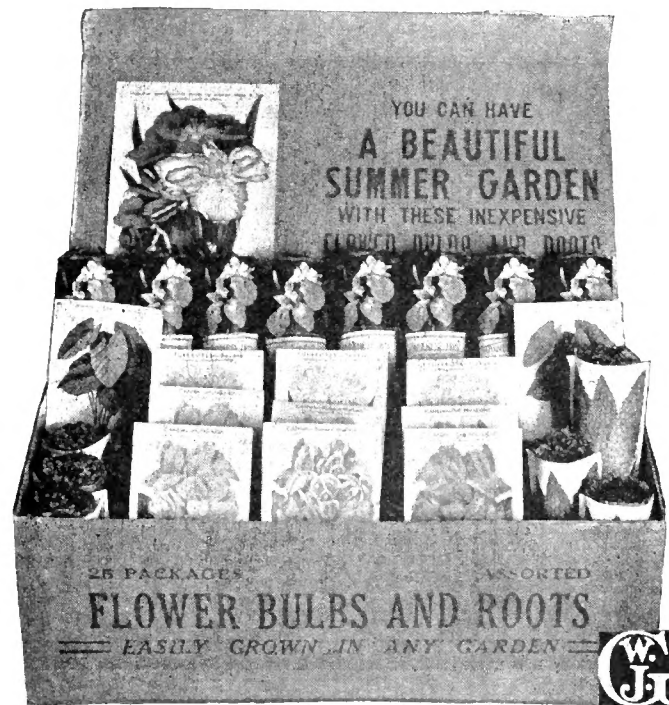
Price per carton of 25 pkgs. \$1.65



Cellophane Bag of Gladiolus



DISPLAY CARTON CONTAINING 25 PACKAGES ASSORTED GLADIOLUS



DISPLAY CARTON CONTAINING 25 PACKAGES ASSORTED BULBS AND ROOTS

We furnish attractive  
COLORED  
**Display Cards**  
FREE  
WITH ORDER  
FOR BULK BULBS

Flowering Bulbs in themselves convey no impression in the customers' minds as to what they will produce and usually it is essential that the display of each variety be accompanied with an illustration showing exactly what the flower is like. This is very important in the sale of dry bulbs and roots over the counter. We have prepared a standard size 5½ x 7 display card for most of the varieties as shown in this list. These cards not only show the flower in natural color, but give the name of each and provide space for pricing. These cards are sent free with each order.

These Display Cartons Are Attractive Self Selling Units

# Attractively Boxed Dahlia Collections

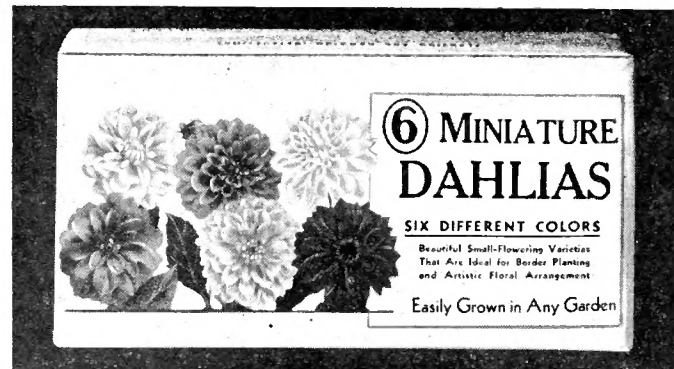
We are sure that our method of packing these collections represents the most progressive step that has ever been advanced towards the successful retailing of Dahlia roots. They are packed in neat, attractive boxes with the flowers shown in actual color on the covers and each root is separately wrapped in moisture proof paper which preserve the vital life of the tuber until planted. Complete planting and growing instructions are shown on each package.

Bulk Dahlia roots are difficult subjects for the average retailer to handle but with our packages all of the grief is eliminated. So successful has the method proved that we are able to guarantee satisfaction to the ultimate buyer—something never before possible.

Sales will increase several hundred per cent where these packages are displayed and satisfied customers will result.

## GUARANTEED !!

Each of these Dahlia collections is unconditionally guaranteed by us and free replacement will be made of any root that fails to give entire satisfaction for any reason whatever.



## "Garden Full of Dahlias"

This collection contains six of the most popular standard varieties such as Jane Cowl, Jerseys' Beauty, etc., and the whole color range is represented. The names of the varieties are plainly printed on the front of the box and each root is labeled. This package is the most popular number and sells itself wherever displayed.

Per doz packages \$5.00; per 100 \$35.00

## "Super Collection"

In this collection we pack six outstanding varieties that are all renowned kinds in the higher price brackets. The varieties are named on the outside of the package and each root is labeled. Here is an opportunity to feature six leading varieties that every Dahlia grower wants, and at a price much lower than they could be bought individually.

Per doz. packages \$8.00; per 100 \$60.00

## "Pompon Collection"

Six choice pompon varieties, one each of six different colors. Same attractive package with group illustration of Pompon Dahlias in actual color.

A good demand exists for these dainty Pompon varieties and, at the low price at which this collection can be sold, will prove to be a good seller.

Per doz packages \$5.00; per 100 \$35.00

## "Miniature Collection"

A very beautiful four color wrapper, showing six of the leading varieties, encloses this collection. We believe this is the first time that these beautiful Miniature types have been made available at such low prices. There is a pronounced trend toward these smaller flowers and this collection fills a timely need.

Per doz. packages \$6.00; per 100 \$45.00

## "Cactus Collection"

Every Dahlia lover wants Cactus varieties and for years we have been building up our stocks of this type to enable us to put up this collection at a reasonable price. A wide range of colors is represented in the six varieties and all are true Cactus types. This package is very attractive and will sell itself. Remember, every root is guaranteed.

Per doz. packages \$8.00; per 100 \$60.00

PRICES AGAIN REDUCED !

# DAHLIAS IN INDIVIDUAL PACKAGES

By actual test these packages increase Dahlia sales 300 to 400%

These individual Dahlia boxes each contain one plump root that is wrapped in moisture-proof paper to preserve it in good condition until planting time. The boxes are attractively printed in the natural colors of the flowers and make a good, colorful sales appeal when properly displayed. Planting and growing instructions are shown on each box.

In addition to the convenience of handling Dahlia roots in this manner these boxes eliminate all complaints that arise from breakage, drying up of roots, mixing, etc., that are usually associated with the handling of bulk stock.

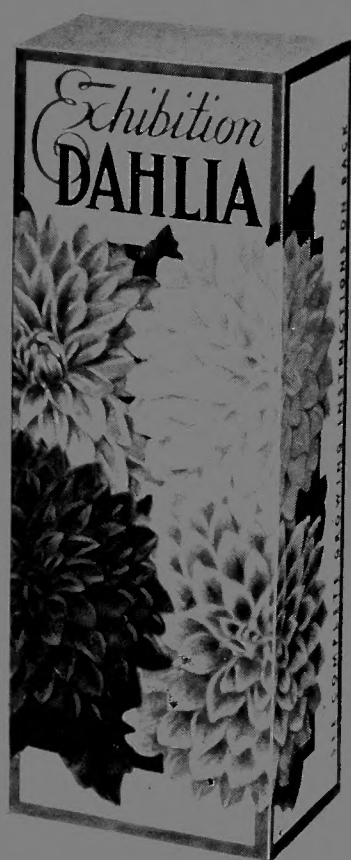
These packages are available in the following varieties

JERSEYS' BEAUTY: Pink  
JERSEYS' BEACON: Red  
MRS. WARNER: Lavender  
AVALON: Yellow  
SAGAMORE: Orange  
WHITE KING: White



CARTON OF PACKAGED DAHLIAS

All at one price, \$6.50 per 100 packages. (Please order in units of 25)



## This Package Will Accommodate Any Variety

In addition to the packages shown above, all of which are individually printed for the varieties as listed, we have another box that is designed to accommodate any other variety.

This box, illustrated at left, shows a grouping of four different varieties in color, and by stamping or printing the variety name on the top of the package it serves as an excellent container for any variety you care to select. The size is 9½" x 3½".

The advantages of displaying Dahlias in this manner are obvious and many of our customers, who formerly bought roots in bulk, are now using this package exclusively.

We are prepared to pack, in this box, any of the named varieties listed in the first pages of this catalogue at the list price of the roots plus \$2.00 per hundred packages for boxing.

## SUPPLIES FOR BULB DEALERS

### PEARL CHIPS—Colored

1-lb. cellophane bags—per 100 bags	\$ 6.00
100-lb. bag	4.00
5 100-lb. bags	18.00
10 100-lb. bags	35.00

### PEARL CHIPS—White

1-lb. cellophane bags—per 100 bags	\$ 5.00
100-lb. bag	3.00
5 100-lb. bags	14.00
10 100-lb. bags	27.00

### BULB FIBER

1-qt. packages—per 100	\$ 6.00
100-lb. bag	3.50

### BULB PEBBLES—Washed and Screened

100-lb. bag	\$2.00
5 100-lb. bags	8.75
10 100-lb. bags	16.50
20 100-lb. bags	30.00

# WHOLESALE CATALOG - Spring 1940



## WALTER J. GUILLE, INC.

FLOWER BULB SPECIALISTS

HICKSVILLE, LONG ISLAND, NEW YORK